



CALPEEK

CALIFORNIA POLITICAL WEEK

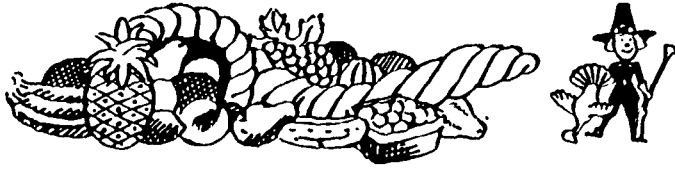
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A THANKSGIVING VACATION BREAK FOR CALPEEK

We'll be off next week for Thanksgiving, but resume work on Nov. 27th for **Calpeek's** final issue of the year, which will be dated Dec. 4th. Issue #44 will include the *Who's Hot & Who's Not* column – so get your nominations in via fax or email. Here's wishing our readers a happy Thanksgiving Holiday...



CAMPAIGN 2000: CALPEEK'S WINNERS & LOSERS.

Editor's note: It's time once again for one of your favorite columns: **CALPEEK'S Winners & Losers**. There is absolutely nothing objective about this column. So sit back, relax --- read it and weep...

● **Best Consultant** – Lots of good ones, but for this cycle the nod goes to Demo consultant Darry Sragow. Over the past 3 election cycles (including this one), Sragow has guided the Assembly Democrats from just 39 members in 1994 to 50 members in 2000. In the *Campaign 2000* election cycle, Assembly Demos picked up 4 seats...

● **Perfect Night Award** – As far as we can tell, there were 3 consulting firms which had perfect nights in what most would consider high profile contests: SG&A Campaigns (Parke Skelton & Steve Gray-Barkan); Fred Register; and Shallman Communications (John Shallman)...

● **Big Win/Small Budget** – Award to San Diego Mayor-elect Dick Murphy and his campaign consultant John Kern. The Murphy candidacy was considered a long shot from day one and he was outspent 5-to-1 on tv by County Sup. Ron Roberts. A big win for Kern...

● **Best Campaign(Initiative)** – The award to NO on 38 (school vouchers). Huge spending on both sides, but the NO on 38 campaign was flawless. Lead consultant Gail Kaufman; pollster Mark Mellman; consultants Bob Nelson, John Franzen, Bill Carrick, Wayne Johnson and McNally Temple

& Associates...

● **Best Campaign(Candidate)** – Torlakson for State Senate. Lots of credit to Demo Assemblyman Tom Torlakson who worked and walked long hours. Consultants who get the credit include Larry Tramutola and John Shallman, with daily mgrs. Andrew Acosta and Brian Kelly...

● **Longest Night Award** – All Calif. GOP consultants again had tough election nights, but San Diego-based Campaign Strategies (Tom Shepard) just edges out Sacto-based Russo, Marsh + Rogers for this award. Shepard's clients included U.S. Rep. Brian Bilbray(R), San Diego Co. Sup. Ron Roberts; and State senate candidate Larry Stirling(R)...

● **Plop Plop, Fizz Fizz** – Award to U.S. Sen. John McCain(R-AZ) who campaigned hard in Calif. for losing U.S. Reps. Tom Campbell (for U.S. Senate), Jim Rogan and Steve Kuykendall + congressional candidate Jim Cunneen. McCain was also on the losing sides of Prop. 34 and school vouchers in both Calif. and Michigan...

● **Wishing It Were '94 Again** – CA GOP Senate Leader Jim Brulte of Rancho Cucamonga was the architect of the *Victory 2000*/Calif. Republican Party coordinated campaign. It was an all bark, no bite operation, despite tons of \$\$\$\$...

● **The Big Upset Award** – To Demo Congresswoman-elect Susan Davis of San Diego who knocked off U.S. Rep. Brian Bilbray. The team was led by S.F.-based Staton Hughes, with LGD Insight (Lisa Grove Donovan) on polling, and Lisa Sherman as daily mgr...

● **Worst Initiative Campaign** – YES on 38 (school vouchers). Deep pocketed Silicon Valley exec Tim Draper had no plan, no strategy – just tons of \$\$\$...

● **Worst Candidate** – On paper, 20th CD GOPer Rich Rodriguez looked great against U.S. Rep. Cal Dooley(D-Visalia), who forgot there was an election until Labor Day. But Rodriguez had a terrible case of *open mouth/insert foot* disease and Dooley escaped...

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● **Soft Money Award** – Although the U.S. Chamber of Commerce and Citizens for Better Medicare (pharmaceutical industry) didn't do well at all in Calif. bashing Demo U.S. House candidates on tv, nationwide they helped the GOP retain control of the U.S. House...

● **Never Had a Chance** – Award to defeated Oakland Assemblywoman Audie Bock, who abandoned her Green Party in favor of being an independent. Absolutely wiped out by Alameda Co. Sup. Wilma Chan(D)...

● **Best Local Campaign(Candidate)** – Award to L.A. Co. DA-elect Steve Cooley, who mashed incumbent DA Gil Garcetti. Garcetti was our runner up choice for *Never Had a Chance*. Almost a flawless campaign for Cooley and his team of lead consultant John Shallman and strategic media consultant Joe Scott...

● **Best Local Campaign(Initiative)** – NO on Measure O in Ventura Co. A coalition of health, business and labor groups stopped a well funded effort by the county's private hospitals to grab the tobacco settlement money. Stay tuned...

CAMPAIGN 2000: CALPEEK'S ELECTION ANALYSIS

Editor's note: Here is Part II of *Calpeek's Campaign 2000* election analysis...

☒ **Bush Vs. Gore(National Overview)** – All eyes are still focused on Florida. It's a zoo down there, with all the news media and spin doctors. Texas Gov. George W. Bush(R) was leading Demo VP Al Gore by some 300 votes as *Calpeek* hit deadline, with recounts still going on and around 4,000 absentee ballots yet to be counted. No reason to re-hash all the stuff about the chads and the screw-ups by voters in Palm Beach County. Having said that, Florida needs lots of work to make their election system more *voter friendly* and accurate. Calif. Demo Party political spin MD Bob Mulholland went to Volusia Co. in Florida and he reported that voting procedures there put "Chicago on the honor role."...

...Because of the screw ups, there's no doubt that whomever wins the presidency will be living *under a political cloud* for the next four years. Some of *Calpeek's* Demo sources are now saying they hope Bush wins. In terms of the nationwide popular vote, Gore was still ahead by 232,895 as of 11/15. And the Electoral College was still Gore 262 vs. Bush 246. Florida's 25 e/c votes will put either Gore or Bush over the 270 mark...

☒ **Bush Vs. Gore(Calif. Overview)** – Al Gore's big win in Calif. is growing and there are still lots of absentee ballots

not yet counted. The Calif. turnout is now at 67.5% and Gore was holding steady at 53.6% vs. 41.6% for Bush. In terms of raw votes, Gore is leading Bush in Calif. by 1,229,121 votes as of 2 p.m., 11/15...

☒ **Calif. GOP In Shambles** – Key GOP leaders are ducking for cover and no one wants to take responsibility for the huge losses in Calif., after having spent between \$12-15 million in an 8-week tv blitz for Bush. But that's only part of the story. The CA Republican Party's *Victory 2000 Cmt.* also spent millions more on 13 separate mailers (30 million pieces of mail) to promote the Bush/Cheney ticket. Consultants who produced the mail included Tim Macy, Wayne Johnson, Picture Perfect Campaigns, McNally/Temple, Gilliard/Blanning and Steve Presson. The whole purpose of the big GOP soft money push was to put Calif. in play and to energize the GOP base, which was supposed to help down-ballot candidates. Tons of money spent with the loss of 4 U.S. House seats in Calif. is very bad news for the CRP...

...While there is a lot of finger pointing at key Calif. GOPers (State Sen. Jim Brulte, Bush Calif. chair Gerald Parsky and CRP Chair John McGraw) part of the blame lies with poor polling models, as well as a belief that Ralph Nader was pulling 8% of the Calif. vote. It didn't work out that way because there was a big Demo surge on election day due to a massive GOTV effort by the down-ballot candidates, assisted organized labor, as well as by minority activists. Had the Demo GOTV effort been anything less, Bush might have come within 5 points of carrying Calif.'s 54 electoral votes. So *Brulte, Parsky & Company* still have some explaining to do. Bottomline: the CA Republican Party(CRP) is on the verge of a *political Chapter 11*...

☒ **U.S. House Contests** – Demos are solid in 3 U.S. House contests: 15th CD (Honda), 27th CD (Schiff) and the 49th CD (Davis). In the 38th CD, U.S. Rep. Steve Horn(R) was holding a 2,256 vote lead over Gerrie Schipske(D)...

... In the 36th CD, former Congresswoman Jane Harman(D) holds a 3,795 vote lead over U.S. Rep. Steve Kuykendall(R), who refuses to concede until all absentee votes are counted. But check this out: seems that Harman wasn't the only one hitting Kuykendall. Sources say there was an IE by the Calif. Right to Life PAC, supporting the write-in candidacy of Dr. Will Davies. At least one mailing and perhaps a phone bank operation as well. And the Calif. Right to Life PAC also hit GOPer Jim Cunneen in the 15th CD...

...Demos will have a 32 to 20 margin in the Calif. House delegation. Despite big wins in the Western U.S., Demos fell short of regaining control of the House. Assuming things stand, the 107th Congress will be 221(R) vs. 212(D), with 2

independents. A net gain of 2 seats for the Demos...

☒ **Calif. Legislature** – There's only 1 seat which is still up in the air: 5th Senate District in the Sacto/San Joaquin area, where Demo Assemblyman Mike Machado holds a very slim lead of only 129 votes over Lodi Councilman Alan Nakanishi(R). Last week Machado held a 543 vote lead. As the vote stands now, the CA Senate Demos hold a 25-14 lead, with the 5th SD still up in the air...

...In the wake of the GOP Assembly disaster, where the GOP lost 4 seats to the Demos, the GOP Assembly Caucus has elected Orange Co. hardliner Bill Campbell as its new leader. The 57-year-old Campbell is an anti-choice legislator won't vote for the Calif. budget because it contains abortion funding. Not the image that the GOP need right now, but since most of the moderates were defeated by Demos, they (moderates) have to just sit back and watch because they have very little clout in the 30-member GOP caucus. Stay tuned...

CAMPAIGN 2000: DEC. 12TH RUNOFF FOR 9 S.F. SUPES.

Editor's note: Didn't have room last week to report on the S.F. County Board of Supes races in all 11 districts, so here is our update & analysis...

...The turnout in S.F. was about 63%, but don't expect that kind of turnout for the Dec. 12th runoff election. Campaign consultants are looking at turnout projections of no higher than 15-20%. For those outside of S.F., there was a ton of *soft money* spent on supervisor candidates and local initiatives in this muni election. For example, about \$2 million was spent on the YES on K/NO on L effort. Measure L was an anti-growth proposal backed by County Supes Board Chair Tom Ammiano and his allies who are trying to stop the *dot.com* industry from encroaching on S.F. residential turf. As of our deadline, L was going down by about 1,500 votes, but there are still many uncounted ballots...

...As for the Supervisor races, Mayor Willie Brown took some hits, as most of his candidates were forced into runoffs or finished out of the money. Ammiano in District #9 and Gavin Newsom in #2 won a majority on election night. Incumbent Sup. Mark Leno in #8 also may avoid a runoff, but it's real close (50+ votes). Here's the rest of the field...

◆ #1 – Most sources predict that incumbent Michael Yaki should win against Jake McGoldrick...

◆ #3 – Frontrunner Aaron Peskin probably wins here, but Mayor Willie and his business allies are backing Community College trustee Lawrence Wong. The mayor's appointee, Sup. Alicia Becerril, finished 5th...

◆ #4 – Despite being hit with tons of soft money and a very negative campaign, incumbent Sup. Leland Yee finished first and will face former Quentin Kopp AA and DA spokesperson John Shanley. Look for more soft \$\$ against Yee...

◆ #5 – The big shootout will be between first place finisher Matt Gonzalez of the public defenders office vs. Brown-backed School Board member Juanita Owens. The unions hate Owens...

◆ #6 – Another big shootout is between neighborhood activist Chris Daly vs. Chris Dittenhafer, the mayor's guy. The business community hates Daly...

◆ #7 – Incumbent Sup. Mabel Teng did better than expected and conservative Tony Hall is not coming off as Mr. Nice Guy. Sources think that even though Teng has a tough fight, she may pull this one off...

◆ #10 – Linda Richardson, the mayor's candidate, got \$119,000 in soft \$\$\$ help and will face off against neighborhood activist Sophie Maxwell...

◆ #11 – Incumbent Sup. Amos Brown, another Willie ally, finished 2nd to Deputy Public Defender Gerardo Sandoval despite the fact that the Supe got \$115,000 in soft \$\$\$ help. Brown's chances of winning reelection are just so-so. Stay tuned...

CAMPAIGN 2002: CALIFORNIA INITIATIVE UPDATE.

Editor's note: There are only four(4) initiative measures in circulation as of 11/14/00, but none have any significant financial backing, thus they are not expected to qualify for the March 5, 2002 primary election ballot. Here's our update & analysis...

...For those thinking about writing and circulating a state-wide initiative, now is the time to start to work. Sources say that in order to make the March 2002 primary ballot, submission of written language to the AG's office should take place next month. Given the amount of time to prepare *title & summary*, sources say initiatives which are submitted in December should be ready for the street by late February for circulation. There is then a 5-month(150-day) circulation period...

...Here's what's out there now:

● **Local Property Tax. Revenue Allocation. Local Govt. Control.** The sponsors of this constitutional amendment are Bill Graber (909)982-1996 and Glenn A Bozar. They have until Nov. 27th to submit 670,816 signatures...

◆ **Peace Officer and Firefighter Property Tax Exemption.** This constitutional amendment is sponsored by Mark McNeill (310)274-7032. McNeill has until Feb. 26th to return 670,816 signatures...

◆ **Digital Signatures. Election Petitions. Public and Private Transactions.** This statute is sponsored by Marc Strassman (818)985-0251. If approved, this would allow those with valid digital signatures to use such on initiative petitions. Strassman has until March 12, 2001 to submit 419,260 signatures...

◆ **Legalized Gambling.** This constitutional amendment is sponsored by Robert Wilson. This initiative would amend the CA Constitution to allow Las Vegas styled gambling in Calif. Wilson has until April 5, 2001 to submit 670,816 valid signatures. Stay tuned...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting...

■ **Reapportionment** – Calpeek readers will be hearing that word very regularly from now on. It'll be the key topic of conversation at every bar and restaurant in Sacto from now until the new plan is signed into law. Nothing much else matters. The key consultants have been named for each side in this once in a decade battle. Jim Nygren & Doug Yoakam will handle the remapping for the GOP, while Bill Cavala & Michael Berman are the counterparts for the Demos. For those who don't remember, Berman drew up the 1991 Congressional remap for the Demos. However, with Gov. Pete Wilson(R) in office, Berman's plan, as well the remapping plans for the Legislature, were tossed when the Demo controlled Legislature and Wilson reached an impasse. The CA Supreme Court ended up drawing all the lines – which are in place now...

■ **DCCC Chair Vacant??** – Will U.S. Rep. Patrick Kennedy(D-RI) step down as chair of the Demo Congressional Cmp. Cmt? Demo House Leader Dick Gephardt is trying to talk Kennedy into staying. Kennedy set a fundraising record while at the DCCC, but the Demos failed to win back the House last Nov. 7th. Two Calif. Demos are said to be on Gephardt's short list if Kennedy does leave: Nancy Pelosi and Ellen Tauscher. Pelosi is a former CA Demo Party chair and is considered a great fundraiser. Tauscher was a co-chair of the DCCC's women's fundraising program and has solid links to the business community...

■ **U.S. Senator Clinton** – For our New York junkies. In winning the U.S. Senate seat of Daniel Moynihan, First Lady

Hillary Clinton's margin of victory was bigger than Chuck Schumer's win over Al D'Amato(R) in '98. She defeated U.S. Rep. Rick Lazio by about 739,000 votes. The credit goes to the First Lady and her strategy of non-stop campaigning in Upstate NY – especially in the counties along the Canadian border. She lost the Upstate vote, but by less than 75,000. For a GOPER to win NY, they must carry Upstate NY by at least 400,000 votes. Bottomline: the First Lady is a pretty good candidate...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Dec. 4	2001-2002 CA Legislature convenes for organizational session.
Dec. 5-9	Nat'l League of Cities conference, Boston.
Dec. 8-9	NALEO Calif. Policy Institute on Health, Pleasant Hills, CA.
Dec. 12	S.F. muni runoff election.
Dec. 18	Electoral College delegates meet in Sacto.
Jan. 20	Inauguration Day, Washington DC.

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: David Brower, a major force in the U.S. environmental movement, died recently of bladder cancer. He was 88 and died at his home in Berkeley. R.I.P...

● State Treasurer Phil Angelides has appointed Laurie Weir as executive director of the CA Debt Limit Allocation Committee...

● The new executive director of Calif. Business for Education Excellence is Suzanne Tacheny PhD. Bill Hauck is president of CBEE...

CALPEEK'S MARKETPLACE NETWORK

● **Northern Calif. political data collection firm** is looking for call center supervisor with background in Democratic political campaigns. Environment is fast paced and deadline oriented. Must have supervisory experience. Fax resume and salary requirements to (916)443-3829 Attn: Jeanne.

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